

Arizona Municipal Clerks' Association

Region VIII Conference

Course Descriptions / Bios

Monday, September 29, 2008

8:30 a.m. to 12:00 noon

Take This Job and Love It

Session Presenter: **Martha Bryan**

Consummate professionals pursue performance excellence. Developing, maintaining and nurturing this desire is key to its fulfillment. This session draws from research and practice, in the areas of fostering human potential and personal excellence. The presenter will offer research results, indicators and strategies to educate and enlighten participants. Clerk professionals will engage in dialogue, critical thinking and application processes to transfer reflection, insights, and information back to their respective governments and communities.

During this education session, the Presenter and Participants will:

- Explore and analyze how to view work in a different way.
- Strategies for maintaining professional perspective when workplace and community pressures increase.
- Methodology regarding ways to engage difficult people in a difficult world.

Martha Bryan

Martha Bryan is a management consultant, author, speaker, and seminar leader who speaks nationally and internationally regarding

the development of human potential and personal excellence. She has an education background in teaching, at the secondary and college levels, as well as working in other government and private sector organizations. Her major area of research has been dedicated to studying peak performance and peak performers.

Monday, September 29, 2008

1:30 p.m. to 5:00 p.m.

Are We Having Fun Yet?

Session Presenter: **Bruce Christopher**

(Presenter at 2007 IIMC Conference, New Orleans)

Competence has become a key component of talent identification in the workplace. Competence is a system comprised of three key components – needed information, skills development/application, and attitude. Use of the terminology ‘system’ is the key to understanding total competence. During this session, the presenter will focus on the power of a positive attitude and share research information and strategies related to the practice of positive thinking and its impact on people and organizations. Clerk professionals will learn how attitude creates success, shapes moods, and can become ‘contagious’. As managers and leaders in municipal government, the Clerk must serve as a role model for professional, positive attitude and behavior. The session is designed to educate, enlighten, and enable participants to succeed in the area of positive attitude and help others do the same.

Bruce Christopher

Bruce Christopher is a Clinical Psychologist with degrees in Professional Psychology and Interpersonal Communication. He is

also a credentialed professional speaker, focusing on audience engagement and involvement, through the use of real and practical solutions for success. His practice has allowed him to work with a number of global enterprises and he is a frequently sought after speaker, consultant and educator.

Tuesday, September 30, 2008

8:30 a.m. to 12:00 noon

Technical Writing and Non-Verbal Communication

Session Presenter: **Yvonne Lewis Day**

(Presenter at 2007 IIMC Conference, New Orleans and 2008 IIMC Conference, Atlanta)

The Clerk professional is expected to have a 'master' level of command in the area of written communication. This is especially true, as it relates to specific areas of Clerk responsibility and general municipal government issues. Our written messages also are impacted by the non-verbal messages that we send. To do both with skill requires education and training. This session will provide participants an opportunity to explore and identify seven styles faults that are earmarks of an amateur. It will provide seasoned Clerks an opportunity to continue their learning through the application of new writing approaches, as well as focus on 9 key areas of non-verbal communication that are key to the success or failure of operations and relationships.

Yvonne Lewis Day

Yvonne Lewis Day is a professional writer and nationally recognized expert in business and technical communication and the usage of language in the workplace. She has conducted more than 500 educational workshops for executive, professional, and

administrative audiences at the state, national and international levels. Yvonne has an extensive background as a journalist, columnist, freelance writer, and magazine and journal editor. She has held university and governments positions. She edits an international business journal and several newsletters and consults with business and government organizations.

Tuesday, September 30, 2008

2:00 p.m. to 5:00 p.m.

From Typewriters to iPods: Communication Across Generations

Session Presenter: **Patrick Ibarra**

(Presenter at 2008 IIMC Conference, Atlanta)

The workplace has dramatically changed – Baby Boomers, Gen X, Millenials – all trying to work effectively together. Sometimes the blending of generations results in communication challenges. This session will focus on the impacts of generational trends and how organizations can leverage them to foster a more cohesive work culture. As the ‘hub of government’, experienced Municipal Clerk professionals must work effectively with all generations. The development of that competency lies in their ability to understand the roots of generational differences, as well as the sustainability power each generation brings to broader organization and community it serves. Participants will come away with a broader understanding of each generation and strategies for leveraging their strengths.

Leading Change and Organizational Renewal

Session Presenter: **Patrick Ibarra**

(Presenter at 2008 IIMC Conference, Atlanta)

During times of unprecedented change, leaders of organizations have the opportunity to refresh the focus and spirit of members of their workforce resulting in a higher-motivated workforce delivering superior service. This session will concentrate on how to take the headwinds government is facing about these impacts and translate those into a tailwind with practical, tactical and impactful ideas you can begin using tomorrow.

Patrick Ibarra, M.P.A.

Mr. Ibarra is a strategic thinker, skilled project manager, accomplished trainer, and dynamic speaker who draws from more than 20 years of experience in business and government. His experiences in local government as a City Manager and Human Resource Director and, in business, as a Fortune 500 company, have given him first-hand knowledge of the demands and constraints placed on people in private and public-sector organizations. Patrick is certified in Facilitation Skills by Development Dimensions International and by the Center for Creative Leadership for assessment and performance support tools by Design and Executive Dimensions. A speaker, author, and educator, Patrick is on the adjunct faculty staff at several universities teaching courses on management development, human resources and labor relations.

Wednesday, October 1, 2008

8:30 a.m. to 11:45 a.m.

Strategic Planning for Clerk Operations

Session Presenter: **Ina Wintrich**

This session focuses on the critical role the seasoned Clerk professional plays in the development of a strategic plan for their Departments and municipal government, as a whole. Strategic planning is approached as a three phase process. Participants will learn what issues must be viewed from the strategic level and how those issues drive the rest of the planning process. Attention will be focused on the real meaning of mission, vision, and values. Explanation and practice in the areas of developing key results areas, goals, objectives, strategies, action plans, and measurement will also be addressed. Each Clerk leader will leave the session with a better understanding of how their participation in the process can make a difference in the successful outcome of the strategic plan.

Ina Wintrich, M.P.A.

Ms. Wintrich is Assistant Director of the Ramsey Executive Education Program, in the School of Public Affairs, College of Public Programs, at Arizona State University. In that capacity, she serves as Director of the ASU Fire Service Institute (a regional professional development program for fire service command personnel); Director of the International Institute of Municipal Clerks' Arizona Municipal Clerks' Institute and Academy; and Project Manager for the Management and Leadership Institute. Ina also is a facilitator and trainer for the Certified Public Manager Program,

Management and Leadership Institute, Fire Service Institute, and Arizona Municipal Clerks' Institute and Academy. Her other responsibilities include group facilitation; organizational development; personality and leadership inventory administration/assessment/analysis and coaching; development of instructional curriculum; development, planning, implementation, and coordination of new programs and customized interventions; marketing; and public relations.

Ms. Wintrich holds a Master of Public Administration degree, a Bachelor of Science degree in Sociology, as well as a Certificate in Gerontology, from Arizona State University. She is a frequent keynote speaker and assessment center panel member, as well as the recipient of numerous professional awards.

Wednesday, October 1, 2008

1:00 p.m. to 5:00 p.m.

Records Retention Mock Trial

Session Presenters: **John Isaza, Esq.**
Steve Brower, Esq.

One of the most critical responsibilities faced by all types of records professionals, especially Clerk's for our governmental agencies, is records retention. Records tell the story of your city and also have operational, financial and legal value. Yet they also represent risks, costs, and management challenges. In addition to rising storage, labor and administrative expenses, today's changing legal climate brings potential liability both for the records you keep and for the records you destroy. Tough new regulations add a litigation-

readiness focus to the complexity of records management. During this session, you will both view and participate in a mock trial related to records retention. Understanding, prevention, preparedness, mitigation, and response are all critical components of this session. Evidence exists to support the positive impact simulations have on the capacity to learn, retain, and apply information. Knowledge transfer from this session will have a positive impact on the professional Clerk's direct responsibilities and on the communities they serve.

John Isaza, Esq.

Mr. Isaza heads the records and information management (RIM) consulting group of the Howett Isaza Law Group, LLP. Howett Isaza Law Group is a boutique law firm specializing in corporate compliance matters, plus complex business, real estate, construction and environmental litigation. The firm maintains a particular focus on corporate records and information management (RIM) and related risk management. The records and information management sub-specialty group focuses on ensuring companies comply with statutes and regulations governing RIM. The practice emphasizes litigation preparedness and response strategies, which include litigation holds coupled with legally defensible corporate record maintenance and destruction policies and procedures.

Steven Brower, Esq.

Mr. Brower is a business trial lawyer with the Buchalter Nemer law firm in Orange County, California where he regularly handles matters related to insurance coverage. Also, due in part to his extensive technical background, Mr. Brower has been regularly involved in electronic discovery issues. His cases have been heard before juries, trial courts, appellate courts and various other proceedings in more than 10 different states.